

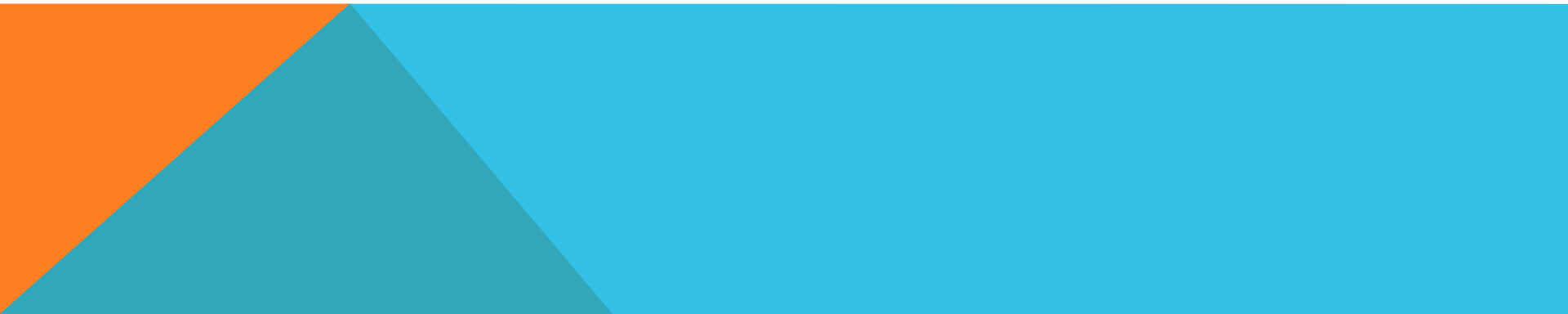
FACIAL RECOGNITION: THE RULE OF THREES

THREE REALITIES

What You Do

How It Is Perceived

The Politics



OUR BRAVE NEW WORLD



Minority Report, Amblin Entertainment, 2002

SHARED REALITY

Private Sector Interests – Customer service, efficient delivery of products and services, efficient conduct of commerce, reduced operating costs, PROFIT

You and Me

Public Sector Interests – National security, public safety, efficient delivery of services, reduced intrusions and inconvenience, reduced costs, EFFECTIVE



PEOPLE ARE WATCHING

JUSTICE SOTOMAYOR: But it's going to be dramatically different in the next step. There are now satellites that look down and can hone in on your home on a block in a neighborhood. I don't see that far in the future when those cameras are going to be able to show you the entire world and let you track somebody on the camera from place to place.

Excerpt from transcript; US vs JONES; Oral arguments, 11/8/2011;
Case No. 10-1259 (Sup. Ct., Jan. 23, 2012)

PEOPLE ARE WATCHING

The consequences of increased government surveillance through the use of drones are even more troubling. The ability to link facial recognition capabilities on drone cameras to the FBI's Next Generation Identification database or DHS' IDENT database, two of the largest collections of biometric data in the world, increases the First Amendment risks for would-be political dissidents.

Excerpt from petition to FAA Administrator, dated 2/24/2012, from EPIC, ACLU, CDT, et al., RE: Drone Rulemaking



DON'T LAG, LEAD

Congress/Executive

Privacy and Civil Liberty Groups

The Public

Academia (Rule of Fours...)



THREE FOCI

The Interested

The Concerned

The Motivated



THREE CHALLENGES

- Listen (Really!)
- Inform (Just the facts, ma'am)
- Convince (And be willing to adapt)



AN OPPORTUNITY, NOT A CHALLENGE!

Questions?
Comments?
Observations?

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